

**Subject:** Re: Re: Holiday planNov 2016 18:09:59 -0600  
**From:** "Dawn Eastin" <dawn@downtownnews.com>  
**Date:** 11/09/2016 04:11 PM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>

Hi...thanks for the call today.

Based on your goal of driving traffic to [DowntownLA.com/Holiday](http://DowntownLA.com/Holiday) and making sure we get you included in the Downtown For The Holidays section I have put together the following. I have customized a package for the Holidays section to make sure you get a 2/3 page and the story in your \$7000 budget.

### **Holiday Campaign**

- 1 article in the Downtown For The Holidays section (focusing on [DowntownLA.com/Holiday](http://DowntownLA.com/Holiday) and general features of the District)
- 2/3 page ad in our 11/28, 12/5 and 12/12 issue
- Logo on cover of Downtown For The Holidays section 12/5
- 1 social media (article) post during December
- 2 ads per week (11/28, 12/5 and 12/12) on our daily news e-blast - Top ad
- 1 ad per week (12/1, 12/8 and 12/15) Thursday Calendar e-blast

Daily news e-blast availability per week.

11/28 - Monday, Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

12/5 - Monday & Thursday (since there are only two slots that week we will book both for you as soon as you give us the go)

12/12 - Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

Let me know if you have any questions or would like to change or see other options.

Dawn

*Dawn Eastin  
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On Nov 8, 2016, at 3:53 PM, Henna Sherzai wrote:

Hello!

In advance of the call tomorrow I wanted to share a couple of things. We have \$7,000 in the budget to advertise with the goal of driving traffic to [DowntownLA.com/Holiday](http://DowntownLA.com/Holiday). I know we'll want to run ads the week of 11/28, 12/5, and 12/12. I'm not sure this leaves any dollars for the incremental shopping guide but we can discuss tomorrow.

Thanks,  
Henna

**Henna Sherzai**  
Director of Marketing & Communications

[<image001.png>](#)

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Web: [DowntownLA.com](http://DowntownLA.com)

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